

# JESSICA DELGADO

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## EDUCATION

2006 Florida International University/Miami Ad School, Miami, FL

M.S. in Mass Communications, ICAP (Global Strategic Management)

2003 Florida International University, Miami, FL

B.A. Liberal Studies, Concentrations in English and Management Information Systems (MIS)

## TEACHING EXPERIENCE

**Visiting Instructor**, Communication Arts

2015-Present

Florida International University

Knowledgeable in curriculum design and implementation of materials in both classroom and e-learning environments. Develop learning materials that illustrate both academic and career application. Evaluate student progress and identify opportunities to incorporate additional resources to ensure students' success. Provide students additional support by offering in-person and Skype meetings as well as Adobe Connect Live conferences.

- \* Advanced Communication for Business (COM 3150)
- \* Business and Professional Communication (COM 3110)
- \* Advanced Public Speaking (SPC 3602)

**Adjunct Instructor**, Communication Arts

2013- 2015

Florida International University

Strong understanding of face-to-face and e-learning environments; Researched topics of importance to career development and advancement of student professional development; Provide career coaching on résumé writing, interview skill development, and how to research companies in their respective fields; Conduct mock interviews with students based on their engineering track; Working on gameification of materials to improve both face-to-face and online courses.

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| * Advanced Communication for Business (COM 3150)     | * Conflict Management (COM 4462)                        |
| * Business and Professional Communication (COM 3110) | * Communication for Effective Leadership (SPC 4445)     |
| * Introduction to Speech for Engineering (SPC 2608)  | * Rhetorical Communication: A Theory in Civil Discourse |
|  | * Communication in Film (COM 3417)                      |

**Adjunct Instructor**, School of Business

2009

Miami Dade College

This course provided students with a broad spectrum of topics as related to the Public Relations profession; Current practices or organized programs used in business to earn public acceptance and good will for products, services, personnel, and policies are explored, studied and experienced.

- ✳ Introduction to Public Relations (PUR2003)

**Adjunct Instructor**, College of Health and Urban Affairs  
Florida International University

2006

Fostered students' commitment to lifelong learning by connecting course materials to broader themes and current events; Developed and delivered engaging lectures to undergraduate students; Developed course materials such as syllabi, homework assignments, exams, and handouts.

- ✳ Communication Skills for Policy and Management (URS3438)

## PROFESSIONAL EXPERIENCE

**Communications Director**  
University of Miami Libraries

Dec 2011- May 2013

Established communication plan for Libraries; Pre-approved publicity materials for all fundraising programs in the University Libraries; Collaborated with faculty and staff across libraries for various public relations collateral. Managed and coordinated several large scale lecture series in coordination with Library trustee; Spearheaded all 50th Anniversary public relations and advertising, implementing creative uses of new media; Developed strategic plan for and coordinated activities for the University Libraries advisory board; Managed and coordinated national library conferences; Worked with University Communications to promote Library System; Attended campus-wide meetings and served on committees as needed; Served as Library media relations liaison.

**Communications Manager**  
The Patricia & Phillip Frost Art Museum, FIU

Feb 2009- Dec 2011

Developed and executed integrated marketing and communications campaigns for over 20 exhibitions and 100 events per year; Leveraged museum programs, content, and local events for branding opportunities; Increased event attendance by as much as 75%; Produced various public relations and advertising campaigns, which included radio commercials, billboards, and magazine/newspaper advertisements; Wrote and edited creative content for multiple platforms, such as exhibition and museum brochures, magazines, collateral, press releases, newspaper submissions, editorials, fact sheets, and newsletters for both internal and external audiences; Built partnerships and collaborations with various academic departments across campuses to encourage student involvement; Collaborated to create content for social media channels to ensure strong, consistent writing and brand representation; Served as museum media relations liaison.

**Executive Assistant to the President**

Nov 2007- Feb 2009

Miami Dade College, North Campus

Reviewed and edited all on-campus promotions, with a reach of over 40,000 students and employees; Wrote campus press releases, averaging 3 releases per week; Increased campus publicity by approximately 50%; Attended campus-wide and college-wide meetings and served on committees as needed; Served as campus media relations liaison; Assisted with large events for College and outside dignitaries such as: graduation, service awards, honors convocation, lecture series, keynote speakers and various special events with community.

**Communications Consultant**, Miami, FL April 2006- Nov 2007

Executed integrated marketing and communications campaigns leveraging national programs, content, and local events for branding opportunities; Copywriter for Bromley Communications, The Lab, The Creative Group; Developed on international billboards for HBO Latin America and HBO Latin America brand manual; Created radio spots for Radio Disney, Burger King, and Cingular/AT&T/Bellsouth; Miami Dade College, Wolfson Campus, and various other agencies; Public relations consultant for Miami Dade College, Media Relations; Media liaison for large trade shows, product placement for various tv shows such as HGTV, Nancy Glass Production.

**News Writer**

April 2006- Nov 2006

WSVN/Sunbeam Communication

Crafted news stories for various segments using iNews for the Today in Florida morning show; Created video packages for news broadcasts; Worked in control room to ensure that rundown was followed; Troubleshooted any issues with show

**Assistant Editor**, Journal of Foraminiferal Research  
Florida International University

Feb 2003 – July 2006

Managed communication with headquarters at the Smithsonian Institution. Copyedited selected manuscripts, many of which were by authors for non-native English speakers. Responsible for the timely completion of all phases of publication.

**Program Assistant**, College of Health and Urban Affairs

Dec 2003- Oct 2004

Provided assistance with student issues; Liaison between college and Sponsored Research Department; Managed graduation events; General office duties

**PROFESSIONAL INVOLVEMENT**

**Financial Bootcamp Literacy Program**, Community In Schools, City National Bank; 2013, 2014 Led communications segment for over 100 first-time-in-college, high-risk students from around North Miami

**IT Women**, Interview Best Practices in Workshop, 2013 Conducted an informal workshop where students involved with IT Women could follow best practices in interviewing within the STEM fields

**Whispering Manes Committee**, Co-Chair, Junior League of Miami, 2014 Work with Whispering Manes to teach leadership skills to women currently in transitional housing; Women learn self-esteem and communication building techniques combined with equine therapy

**Women Who Make a Difference**, Co-Chair, Junior League of Miami, 2014 Develop communication strategy for fundraising event, which includes raising over \$70,000 in donations and in-kind sponsorships, Assist with planning event for over 300 guests to be held at the Intercontinental Hotel

#### ACADEMIC INVOLVEMENT

**College of Health & Urban Affairs Graduation Event Committee**, FIU, 2004

**Miami Book Fair International**, Media Relations Volunteer, MDC 2007-2012

**Miami International Film Festival**, Media Relations Volunteer, MDC, 2007-2010

**Garth Reeves Reception Campus Committee**, Co-Chair, MDC, 2007

**Faculty and Staff Holiday Celebration Campus Committee**, MDC, 2007

**North Campus Graduation Committee**, MDC, 2008

**Faculty and Staff Holiday Celebration Campus Committee**, Co-Chair, MDC, 2008

**Holiday at North Campus Committee**, MDC, 2008

**Amendment 8 Volunteer Committee**, Phone Bank Sub-Committee Chair, MDC, 2008

**Miami Museum Month Committee**, Frost Art Museum, FIU, 2009- 2011

**FIU Magazine Board**, Alternate for Director, Frost Art Museum, 2010-2011

**Movies on the Lawn Museum Organizer**, Frost Art Museum, FIU, 2011

**Annual Report Library Committee**, Co-Chair, UM Libraries, UM, 2011-2012

**Holiday Luncheon Library Committee**, Co-Chair, UM Libraries, UM, 2011-2012

**50th Anniversary Richter Library Committee, Co-Chair**, UM Libraries, UM, 2012-2013

**Special Events Library Committee**, Co-Chair, Libraries, UM, 2012-2013

**Center for the Advancement of Teaching**, Mindset Book Group, FIU, 2014

#### PROFESSIONAL AFFILIATIONS

Junior League of Miami

National Résumé Writers Association

#### SKILLS

Language: English- Native Speaker; Spanish- Native Speaker

Computer: PeopleSoft; Microsoft Office- Excel, Word, PowerPoint; Adobe Creative Suites- Photoshop, Illustrator, InDesign, Captivate; Email software

Social Media: LinkedIn, Twitter, Facebook, HootSuite, Instagram, WordPress Profile